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ABSTRACT

With the rapidly increasing demand for journalism education over the past several years, the need for new teaching facilities for graphics, editing, and newswriting has become a challenge many journalism educators have had to face. In 1973 the Eli Lilly Foundation awarded the University of Evansville a grant to draw the disciplines of journalism, broadcasting, and speech into a unit to be called the Center for the Study of Communications. The purpose of the program is to graduate professionals who are competent to work immediately in the mass media. Approximately $14,000 was made available to provide facilities and develop a suitable program to fit the needs of the students. The newsroom was designed to be used for both the print and broadcast programs; plans for other facilities which will serve several functions are not yet complete. While these plans have limited use at a major university, they are workable and economical for smaller institutions. The planning recognizes that the problems of the new technology can be faced within a budget by providing facilities for immediate use with the capacity for future growth. (The document contains a budget for equipping a newsroom and graphics laboratory and provides diagrams of these facilities.) (RB)

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BUILDING TEACHING FACILITIES

for

Graphics, Editing, and Newswriting

by

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CS 201 490

With the rapidly increasing demand for journalism education that has been taking place over the past several years, the building of new teaching facilities for graphics, editing, and newswriting has been a challenge faced by many journalism educators. This paper is an attempt to share our experiences with those educators who are still in the planning stages so that they might avoid some of the pitfalls that are waiting to entrap them. For those who have been supply sergeants in the armed services, certain observations may border on the obvious. But for those who have been teaching for several years they may be helpful.

Of course, the most important considerations in the planning of physical facilities are the individual program requirements of the institution in question. The University of Evansville is a moderate sized school (2800 day students, 2600 night students) composed of a liberal arts college and several professional schools. In 1973 the Eli Lilly Foundation of Indianapolis awarded the University a substantial grant to draw the disciplines of journalism, broadcasting, and speech into a unit to be called the Center for the Study of Communications. The Center is served by six full-time faculty members, (including the director) seven part-time faculty on quarter time appointments, and a secretary. Bachelors degrees are offered in journalism, radio-TV-film, and speech. The purpose of the program is to graduate professionals who are competent to work immediately in the mass media. At the close of the first year the Center has 75 majors (40% in journalism) with a projection of 150 majors after three years of operation.

The University of Evansville has prided itself over the years as being a thrifty institution. One result of this thrift is that the University tends to be long on faculty and short on physical facilities. Although speech and journalism had been taught prior to the establishment of the Center there were no existing communications facilities on the campus. A newsroom, graphics laboratory, radio studio, and film editing room had to be sought within existing buildings. After much negotiation approximately 800 square feet of space was made available in two rooms on the third floor of the Administration Building, the oldest building on the campus. These rooms must serve all four teaching functions of the Center for an indefinite period of time.

Approximately $14,000 was made available to provide facilities for journalism courses. (The original budget had been $2,000, but, fortunately, cooler heads prevailed.) The challenge was thus presented to build a newsroom and graphics laboratory which could be ready for use in four months without sacrificing their ability to expand with more expensive elements of the new technology as more money became available. The average journalism major was projected to need a minimum of three courses in newswriting and reporting, one course in editing, one course in graphic design, and one course in advertising copywriting and design for which special facilities had to be provided.

The newsroom was designed to be used for both the print and broadcast programs. Space for 12 students provides an ideal number for teaching newswriting and will sustain the number of students anticipated for the next two years. Five more typing stations can be provided by moving

the film editing equipment to a new location. To reflect the trends in modern newspapers the newsroom is basically all electric with 5 IBM Selectric II and 5 Royal 970 typewriters. Two manual Royals were added to bring the immediate capacity to 12. An editing desk was designed for five reporters plus the editor's slot. This unit is wired for the addition of three video display terminals which will connect with the university's IBM 370 computer. Late in 1974 or early in 1975 grant money should be available for an IBM Advanced Text Management System (ATMS/DOS/VS) which will utilize the three video display terminals. While the IBM system is not the ideal choice for a newsroom, it does make economic sense since the university has an operating IBM 370.

The five IBM Selectric II units were chosen for two reasons. First, they are the typewriters used by all major newspapers which are switching to optical character readers. A survey of newspapers in southern Indiana showed that new reporters were being paid a bonus if they were familiar with preparation of copy on the IBM's for scanning. Second, plans for the third year of the program call for the addition of an optical character reader and an automatic photo typesetter so that all student reporters will have their stories turned into hard copy for use in the editing and graphics programs.

Because of problems encountered in the old building the original newsroom budget of $8500 fell $450 short. Additional electrical wiring to provide for future equipment expansion cost $500. This is a problem that would not be encountered in a newer building since all of the equipment runs on standard 110 volt circuits. It was also necessary to provide

air conditioning to make the facilities usable year-round. Further eliminating the film editing equipment, the basic newsroom cost only $6200.

The graphics laboratory found itself in the unlikely situation of temporarily sharing facilities with a radio studio. The only real problem that this presented was one of space. It is anticipated that when further space becomes available at the university the radio production studio will be moved to a more suitable location. Since 75% of the space is devoted to graphics, this is a better graphics lab than a radio studio. Careful scheduling prevents most conflicts.

Since virtually all newspapers have now adopted the cold-type paste-up system of operation, no consideration was given to teaching the actual mechanics of letterpress preparation. The major portion of the budget was used to purchase quality paste-up facilities. Experience at other institutions had shown that it did not pay to use "economy" models of equipment which did not stand up to the rugged used of students. Approximately 12 students can use the work area comfortably. When the radio studio is moved the capacity will be 15. There are two 46" x 32" light tables, two 46" x 32" paste-up tables, and a 12' flat work table built over the low storage cabinets.

The setting of headlines has proven in the past to provide valuable experience for students to become familiar with the uses of type. While there are more sophisticated machines available, budgetary considerations dictated the purchase of a relatively inexpensive Stripprinter. The main

virtue of this machine is that type fonts cost only $6.00 so that a great variety of type can be made available to the students. A simple processing unit is also available for this machine which is ideal for a room without running water. The addition of a hot wax machine and a paper trimmer make this a small, but self-sufficient graphics facility.

Because of the addition of operating supplies (including tape machines, scissors, border tapes, etc.) which might normally be included in a yearly operating budget, the original graphics lab budget of $5300 fell $150 short. The basic graphics equipment cost only slightly over $4000, a bargain in comparison to the newsroom.

While these plans might have limited use at a major university which measures students by the hundred rather than by the score, they are workable and economical for smaller institutions. The planning recognizes that the problems of the new technology can be faced within a budget by providing facilities for immediate use with the capacity for future growth. The teaching of graphics, especially, will take on added meaning as each individual journalist becomes more intimately involved with the finished product at his publication. Providing workable facilities in this area should be the goal of journalism educators.

NEWSROOM

	Original Budget --	$8500.00

--Equipment--

5	IBM Selectric II Typewriters @ $460.00	$2300.00
5	Royal 970 Electric Typewriters @ $348.75	1743.75
2	Rebuilt Royal Standard Typewriters @ $75.00	150.00
7	Portable Typing Tables @ $58.75	411.25
14	Secretaries Chairs @ $35.25	493.50
1	Upright Storage Cabinet @ $82.00	82.00
1	Custom Editing Desk	929.72
1	Motion Picture Screen @ $42.50	42.50
2	Bulletin Boards	52.00
		$6204.72

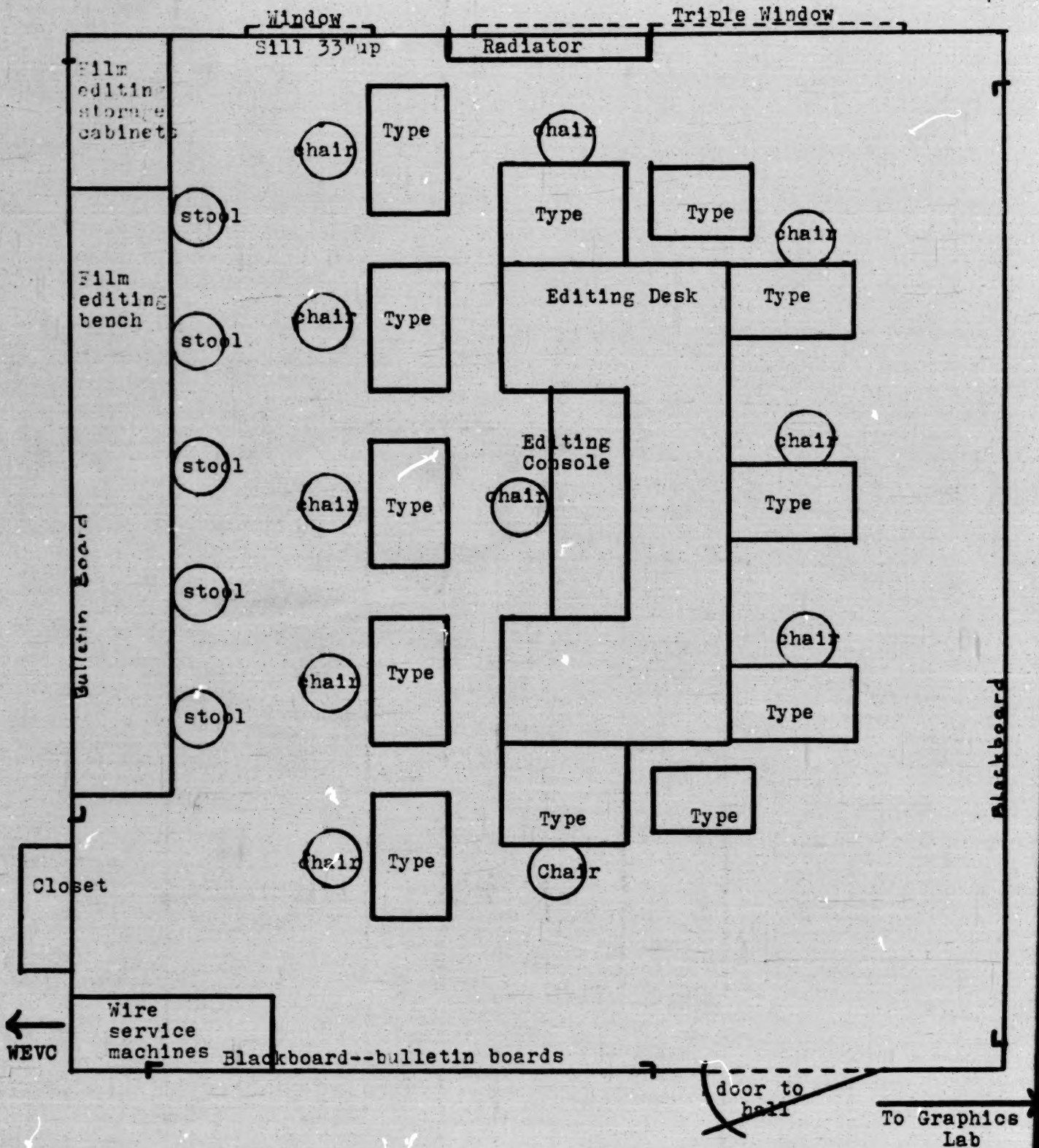
--Film Editing Capability--

1	Custom Film Editing Bench	$ 206.60
5	Adjusto Stools @ $22.62	113.10
5	Craig Super 8 Film Editors @ $110.00	550.00
		$ 869.70

--Physical Work--

	Carpet and Ceiling Installation	$ 640.00
	Electrical Wiring	685.00
	Air Conditioning	425.00
		$1750.00

Total Newsroom Cost --	$8849.42



ADM. #317 - NEWSROOM

Room area: 20'6" x 19'

□ --1 foo

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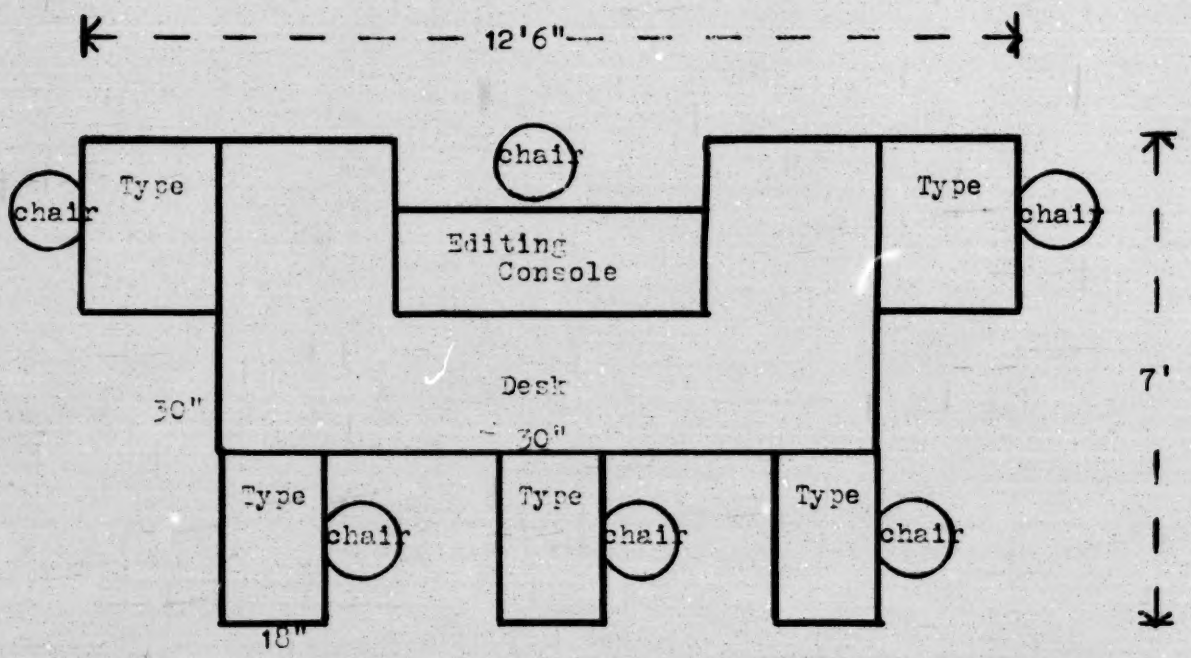


Typing surfaces 26'6" high
Desk surfaces 30" high
all plastic tops

EDITING DESK

▭ -- 1 foot

GRAPHICS LAB

Original Budget -- $5300.00

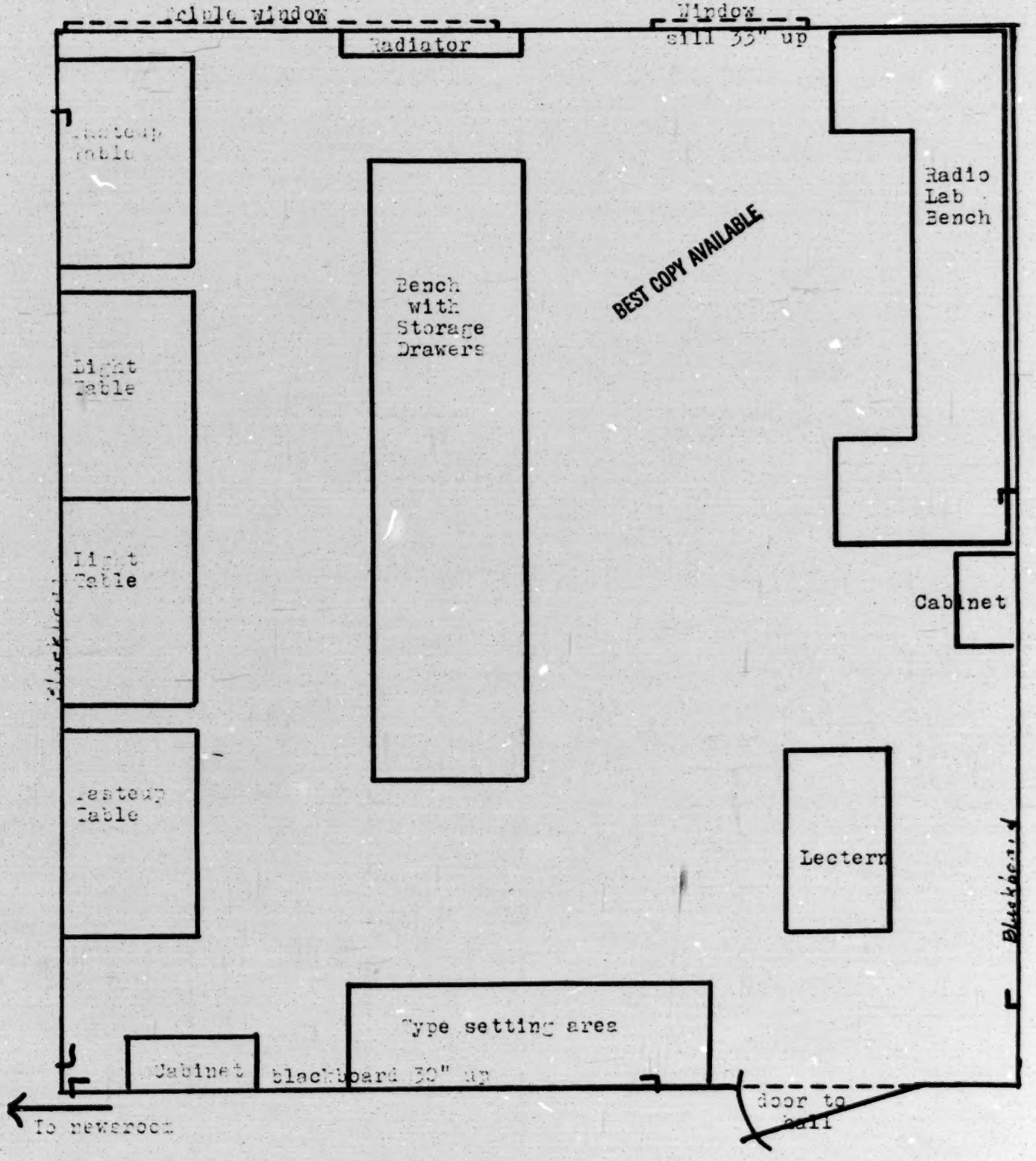
--Equipment and Supplies--

2	Hamilton 46 x 32 Light Tables @ $327.00	$ 654.00
2	Hamilton 46 x 32 Layout Tables @ $324.00	648.00
2	Hamilton 10 Drawer Storage Cabinets @ $351.00	702.00
2	Upright Storage Cabinets @ $82.00	164.00
1	Custom Top for 10 Drawer Cabinets	103.30
1	Custom Bench for Type Setting	206.60
16	Adjusto Stools @ $22.62	361.92
1	Motion Picture Screen @ $42.50	42.50
2	Bulletin Boards	52.00
1	Stripprinter @ $329.00	329.00
1	Stripprinter Processer @ $169.50	169.50
33	Stripprinter Fonts @ $6.00	198.00
3	Type Storage Boxes @ $4.95	14.85
24	Rolls Stripprinter Paper @ $3.25	78.00
1	Carton Stripprinter Chemicals @ $12.00	12.00
1	Art Waxer @ $160.65	160.65
1	Nikor 24 x 24 Trimmer @ $69.50	69.50
4	Drafting Lights @ $40.00	160.00
	Miscellaneous Operating Supplies	304.84
		$4430.66

--Physical Work--

Carpet and Ceiling Installation	$ 512.00
Electrical Wiring	100.00
Air Conditioning	425.00
	$1037.00

Total Graphics Lab Cost -- $5467.66



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ADM. #316 - GRAPHICS LAB

Room area: 20'6" x 18'6

□ -- 1 foot